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PTO/SB/05 (2-98)

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# UTILITY PATENT APPLICATION TRANSMITTAL

Attorney Docket No.

17207-00003

First Named Inventor or Application Identifier

Balwinder S. Samra, et al.

Title

METHODS AND SYSTEMS FOR ANALYZING  
MARKETING CAMPAIGNS

Express Mail Label No.

EL319727990US

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original, and a duplicate for fee processing)

6. ☐ Microfiche Computer Program (Appendix)

2. ☒ Specification [Total Pages **12**]

7. ☐ Nucleotide and/or Amino Acid Sequence Submission  
(If applicable, all necessary)

- Descriptive title of the invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to Microfiche Appendix
- Background of the invention
- Brief Summary of the invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

- a. ☐ Computer Readable Copy
- b. ☐ Paper Copy (identical to computer copy)
- c. ☐ Statement verifying identity of above copies

3. ☒ Drawing(s) (35 USC 113) [Total Sheets **8**]

4. ☐ Oath or Declaration [Total Pages **1**]

- a. ☐ Newly executed (original or copy)
- b. ☐ Copy from a prior application (37 CFR 1.63(d))  
(for continuation/divisional with Box 17 completed)  
[Note Box 5 below]
- i. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named  
in the prior application, see 37 CFR 1.63(d)(2) and  
1.33(b).

5. ☐ Incorporation by Reference (useable if Box 4b is checked)  
The entire disclosure of the prior application, from which a copy of the  
oath or declaration is supplied under Box 4b, is considered as being part  
of the disclosure of the accompanying application and is hereby  
incorporated by reference therein.

## ACCOMPANYING APPLICATION PARTS

- 8. ☐ Assignment Papers (cover sheet & document(s))
- 9. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney  
(when there is an assignee)
- 10. ☐ English Translation Document (if applicable)
- 11. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
- 12. ☐ Preliminary Amendment
- 13. ☒ Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)
- 14. ☐ Small Entity Statement(s) ☐ Statement filed in prior application,  
(PTO/SB/09-12) Status still proper and desired
- 15. ☐ Certified Copy of Priority Document(s)  
(If foreign priority is claimed)
- 16. ☒ Other: Express Mail Certificate; Declaration and Power of Attorney for  
identification purposes only

\*NOTE FOR ITEMS 1 & 14: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL  
ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR  
APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation  
Prior application information:

☐ Divisional  
Examiner:

☐ Continuation-in-part (CIP)  
Group/Art Unit:

of prior application No:

## 18. CORRESPONDENCE ADDRESS

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Date of Mailing: **December 29, 1999**

I certify that the attached patent application of **BALWINDER S. SAMRA** and **OUMAR NABE** for **METHODS AND SYSTEMS FOR ANALYZING MARKETING CAMPAIGNS** (Attorney Docket No. **17207-00003**) including:

- Eight (8) pages of specification; three (3) pages of claims; one (1) page of abstract
- Eight (8) sheets of drawings
- Declaration and Power of Attorney (2 pgs.) (for purposes of identification only)
- Utility Patent Application Transmittal (1 pg.)
- Fee Transmittal (in duplicate) (1 pg.)
- Certificate of Mailing Via Express Mail (1 pg.)
- Return post card

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above in an envelope addressed to the Assistant Commissioner for Patents, Box PATENT APPLICATION, Washington, D.C. 20231.

  
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